

WEB STYLE GUIDE

JANUARY 2018

COLORS

PRIMARY COLOR PALETTE



#000000

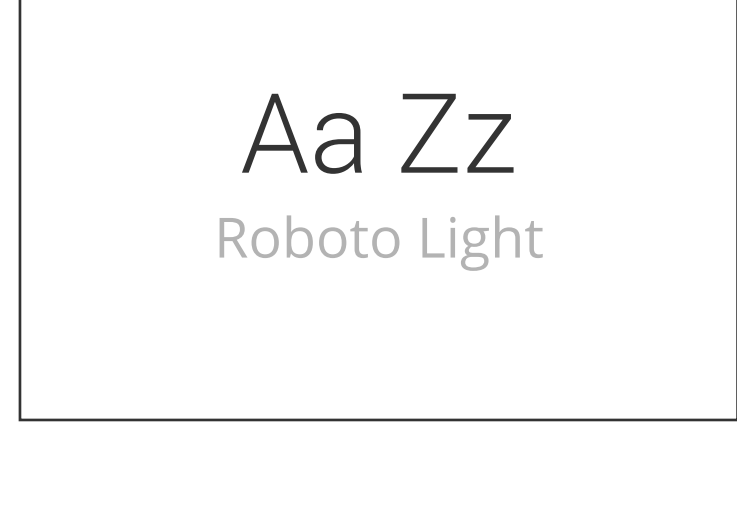
#A1D408

#034436

#FF9E15

TYPOGRAPHY

FONTS



STYLE HIERARCHY

<H1> LOREM IPSUM DOLOR SIT AMET

<H2> LOREM IPSUM DOLOR SIT AMET

<H3> LOREM IPSUM DOLOR SIT AMET

<H4> LOREM IPSUM DOLOR SIT AMET

<H5> Lorem Ipsum Dolor Sit Amet, An Usa Fabulas Veritus

<H6> LOREM IPSUM DOLOR SIT AMET, AN USA FABULAS VERITUS

<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quisillum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

“<blockquote> Lorem ipsum dolor sit amet”

<Caption> *In everti tistique phaedrum eam*

- <Footnote> Lorem ipsum dolor sit amet, an usu fabulas veritus, qui ne modo aequae, alterum
- Recusabo ne eam. Doctus saperet fastidii usu ne, eum ex eros sadipscung. Ea hendrerit tem
- Poribus vix, no illum maluisset quo. Quo novum repudiare evertitur ad, paulo recusabo con

[SHOP NOW](#) [ADD TO CART](#)

CSS ATTRIBUTES

H1

Oswald Medium / 54 px / 56 px Leading / All Caps / #000000

H2

Oswald Medium / 32 px / 36 px Leading / All Caps / #000000

H3

Oswald Medium / 20 px / 24 px Leading / All Caps / #000000

H4

Oswald Medium / 18 px / 24 px Leading / All Caps / #000000

H5

Oswald Medium / 16 px / 24 px Leading / All Caps / #000000

H6

Oswald Medium / 14 px / 24 px Leading / All Caps / #000000

Paragraph

Roboto Light / 16 px / 31 px Leading / #000000

Block Quote

Oswald Medium / 26 px / 36 px Leading / #000000

Image Caption

Roboto Light Italic / 14 px / 31 px Leading / #000000

Footer / Disclaimer

Roboto Light Italic / 12 px / 15 px Leading / #FFFFFF

INTERACTIVE ELEMENTS

BUTTONS & LINKS

CALL-TO-ACTION BUTTON 1

Font
Oswald Medium / 14 px / #000000

STATIC

HOVER / CLICK

Button
Padding 30 px / Height 45 px



CALL-TO-ACTION BUTTON 2

Font
Oswald Medium / 14 px / #000000

STATIC

HOVER / CLICK

Button
Padding 30 px / Height 45 px



TERTIARY CALL-TO-ACTION

Font
Roboto Italic /
20 px / #F42534

STATIC

HOVER / CLICK

SHOP NOW

SHOP NOW

HYPERLINKS

Underline / #1E428A

STATIC

HOVER / CLICK

as seen here.

as seen here.

HYPERLINKS

Font
Roboto Light / 16px
Field
Padding 30 px / Height 45 px /
Border 1 px

INACTIVE W/ PROMPT

INACTIVE W/ PROMPT



INACTIVE W/ PROMPT

ERROR

